

Please respond on
1/17

LEO BURNETT - RI EST FOR QUOTE

ATTENTION SUPPLIER: PLEASE FILL OUT SECTION MARKED "SUPPLIER COSTS" AND RETURN TO REQUESTOR.

REQUESTED BY:

PHONE#:

FAX #:

Steve Kuklinski
(312) 220 - 3092

(312) 220 - 6562

2042826889

NAME OF PROJECT:

JOB #:

ANTICIPATED RESPONSES:

DATE OF FIRST RESPONSE:

DURATION OF PROGRAM:

AVG. WEEKLY KEYING VOLUME REQUIRED:

B&H Event Survey
WR2300
110000
2/95
9/95
8-10,000

DESCRIPTION OF PROGRAM:

Initial Rapid Response Event Survey

RESPONSE VEHICLE:

☐ BRC

☐ BRE

THE FOLLOWING CHECKED ITEMS WILL NEED TO BE KEYED. THE NUMBER OF KEYSTROKES ARE INDICATED IN PARENTHESES.

NOTE: DATE OF BIRTH, REGULAR BRAND, SIGNATURE PRESENCE, AND UPC CODE MUST BE KEY VERIFIED.

☒ Digit OCR Code (16)

☐ Name (up to 47)

☐ Address (up to 60)

☐ City (up to 28)

☐ State (2)

☐ Zipcode (5-9)

☐ % Address Changes

☒ Gender (1)

☒ Phone Number (10)

☒ Date of Birth (8)

☒ Media Category/Code (4)

☒ Offer Category/Code (4)

☒ Regular Brand (3)

☒ Length (1)

☐ Previous Brand (3)

☒ Flavor (1)

☒ Tar Level (1)

☐ Filter (1)

☐ Packaging (1)

☒ Buy Kind (1)

☐ Duration (1)

☒ Loyalty (1)

☒ Coupon Usage (1)

☒ Share of Purchase (up to 21)

☒ Consideration Set (up to 60)

☐ Sports (up to 20)

☐ Activities (up to 40)

☒ Signature Presence (1)

☐ UPC Code (up to 12)

☐ Opt-off Indicator (1)

☒ Film index number (12)

☐ White Mail Indicator (1)

☐ Location of Purchase (up to 6)

☐ Other Names in Household

(Key name, birthdate, dupe in address of primary responder)

☐ Ethnic Background (1)

☐ Occupation (1)

Supplemental Data Questions/Number of Keystrokes:

Estimate 30% will need address keyed

Supp : Please complete and return this page to the questor

SUPPLIER COSTS

2042826890

DATE:

SUPPLIER NAME:

NAME OF PROJECT:

PLEASE QUOTE ON A PER THOUSAND BASIS

Cost Per Thousand

Total Cost

OPENING/BATCHING/SORTING:

PROGRAMMING/REPORT GENERATION:
(THIS SHOULD BE A ONE TIME FLAT FEE)

DATA ENTRY OF RESPONSE VEHICLE:

DATA ENTRY OF ADDRESS CHANGES:

DATA ENTRY OF OTHER NAMES IN HOUSEHOLD:

MICROFILMING:

WHITE MAIL PROCESSING:

SHREDDING:

TOTAL COST: